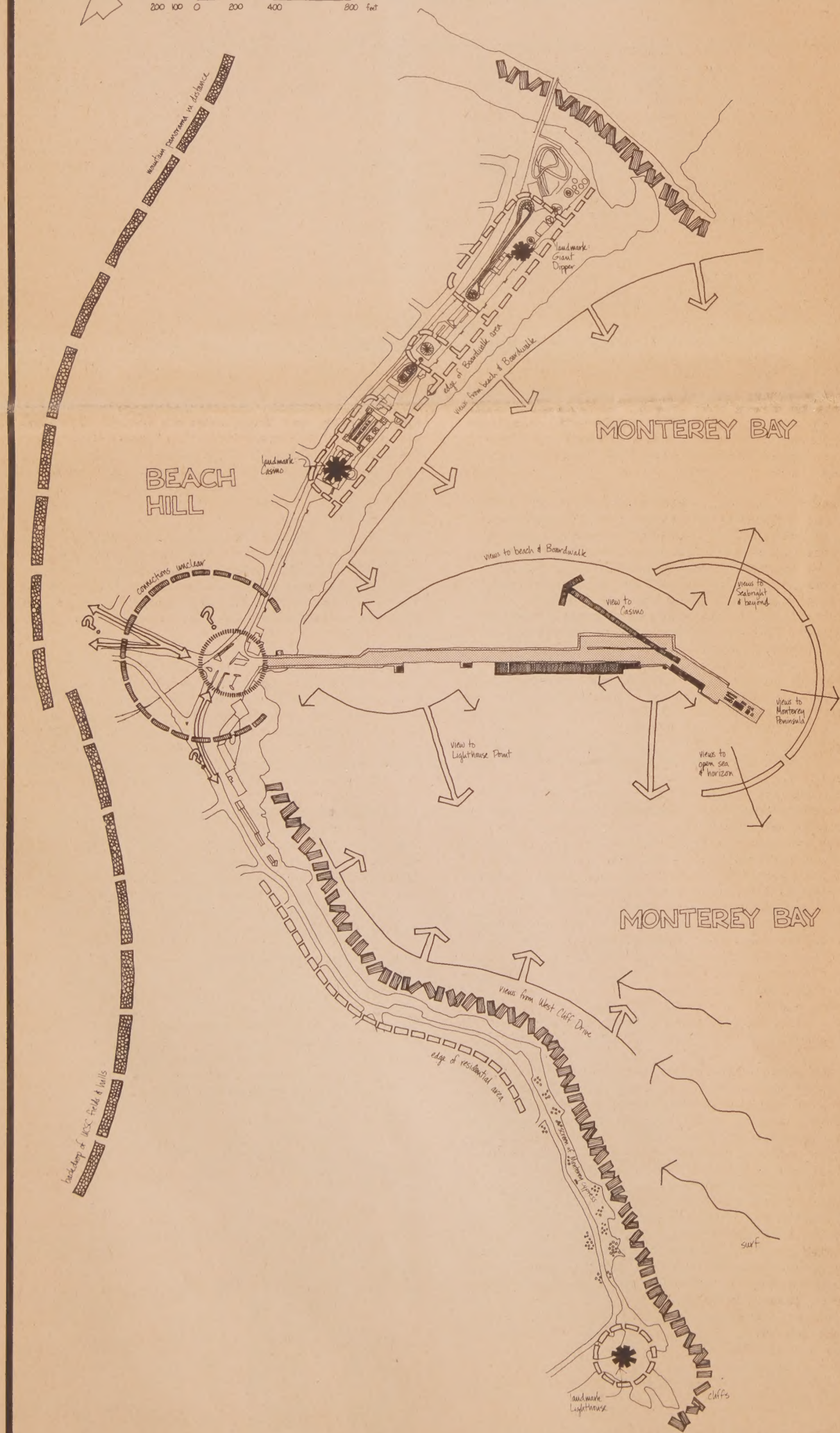




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The Municipal Wharf is among the most valuable assets of the City of Santa Cruz. More than a fishing pier or an assortment of restaurants and shops, the wharf provides a valuable element of continuity in the city's historical fabric. Its uses have varied since its construction in 1914, but the combination of activities there and the dedication of the wharf's tenants have provided enough life to overcome the departure of any one function. Ships, railroads and commercial fishing boats have all made use of the wharf and then moved elsewhere; today a broad mix of leisure uses dominates a thriving marine center.

Recent expansions to the wharf have been guided by a series of Master Plans prepared by the city. This study intends to continue their general direction, but where earlier plans have been primarily written documents, this one uses both verbal and visual material to state that direction more precisely. It establishes a specific site plan towards which the wharf should grow, and proposes several sets of criteria to direct that growth. Furthermore, where earlier plans have often dealt only with extensions of deck area, this one includes a number of revisions to the existing layout of the wharf, integrating its various parts into a more unified whole.

The preparation of this plan has been guided primarily by a concern for the role of the Municipal Wharf in the historic, economic, social, and physical fabric of Santa Cruz. A close relationship between the community and the wharf has grown over the years and must be maintained and strengthened. Special efforts need to be taken to continue the local character of its businesses and to improve the wharf's connections with the surrounding shoreline. Above all, the wharf must be seen as a resource of the citizens of Santa Cruz, for only if it responds to the needs and desires of local residents will it continue to be attractive to a larger public.

Background

The study began with a thorough examination of the wharf's history and existing condition. Drawings were made to determine the current distribution of structures and activities, and photographs taken to capture the visual characteristics of the wharf. Previous plans for the wharf's future were reviewed, as was the work of the Planning Department on the Community Design Plan and the Beach Area Design Plan. Discussions with the Wharf Supervisor covered the wharf's recent development and, in conjunction with a meeting of the wharf tenants, identified a number of concerns that the study should address. To complement these investigations other piers and waterfront locations in California were also visited, studied, and photographed. This revealed potentials and pitfalls that are likely to accompany any future development.

With the perspective gained during the analytical portion of the study, work began on developing the four major elements of this report -- site plan, use criteria, architectural criteria and signing criteria. So that the four could evolve concurrently, a matrix was constructed relating five important issues concerning the wharf to a series of actions and criteria which address those issues. Each issue generates a group of non-physical goals concerning the wharf; each goal suggests a number of policies aimed at achieving it; finally, each policy is accompanied by a set of specific actions and criteria which have become the recommendations of this study. Because the issues and goals are non-physical, they do not necessarily suggest specifically architectural means for achieving them; in most cases, decisions involving both physical design and questions of use are necessary to implement a particular policy. Therefore the matrix demands a simultaneous development of both physical and functional proposals.

The form of the matrix itself changed several times throughout the study, but its goal remained constant: to make visible the thoughts and decisions involved in arriving at the study's final recommendations. Just as each issue evokes a number of

actions and criteria through a series of logical steps, so too each specific proposal has evolved from one or more of the issues. The reasoning behind each action or criteria can be traced along these steps; should a situation arise in which the criteria do not explicitly address a particular circumstance or do not give sufficient guidance for a particular decision, the plan's intentions as indicated in the matrix can be used to direct appropriate actions.

As the matrix and site plan evolved, the actions and criteria that they recommended were organized into categories of use, architectural, and signing criteria. These, along with the site plan, were then presented to representatives of various public agencies for review and discussion. The Planning Department considered it in light of the city's continuing work on the Beach Area Design Plan, and members of the Coastal Commission staff discussed its relation to the standards for coastal development and the permit processes used by that body. Officials of the Fire and Police Departments were shown elements of the plan that might affect fire safety and security, and their comments noted. The complete plan and revised set of criteria were then discussed with the wharf tenants and several of their suggestions incorporated into this report.

Scope

This study presents a site plan, criteria for use, architectural design and signing, and recommendations for a revised lighting program, to guide future development on the wharf. It also presents other important material developed in the course of the study, notably analytical drawings and text, and the design matrix.

Although the proposed plan was initially based on the eventual configuration of the wharf as established in a study dated October 1973 and the Coastal Permit granted in November 1973, during the course of this study it became apparent that expansion beyond those bounds would be beneficial. Not only would certain additions improve the appearance and vitality of the wharf, they would also serve to integrate the wharf more completely into the fabric of the surrounding shoreline.

There are several areas important to the future of the wharf which, while considered during the course of this study, lie outside its scope and thus have not been addressed in detail in this report:

- Specific economic analyses or projections may be necessary before any major investments or financial commitments are made.
- + The condition of the existing wharf structure was discussed with the Wharf Supervisor, and assumptions about the feasibility of the proposed additions were based on the soundness and long life of the existing structure. Detailed structural analysis and design will be necessary before undertaking major additions.
- + No administrative or political mechanisms to implement this plan and to guide wharf development are proposed. Such decisions must be made within the existing structures of city government.
- + With the exception of site layout, no detailed design work has been undertaken. The architectural and design criteria and sketches included in this report are meant to convey a spirit of place rather than to depict specific details.



Major Recommendations

While this plan includes many specific proposals to guide the wharf's development, its major recommendations can be summarized as follows:

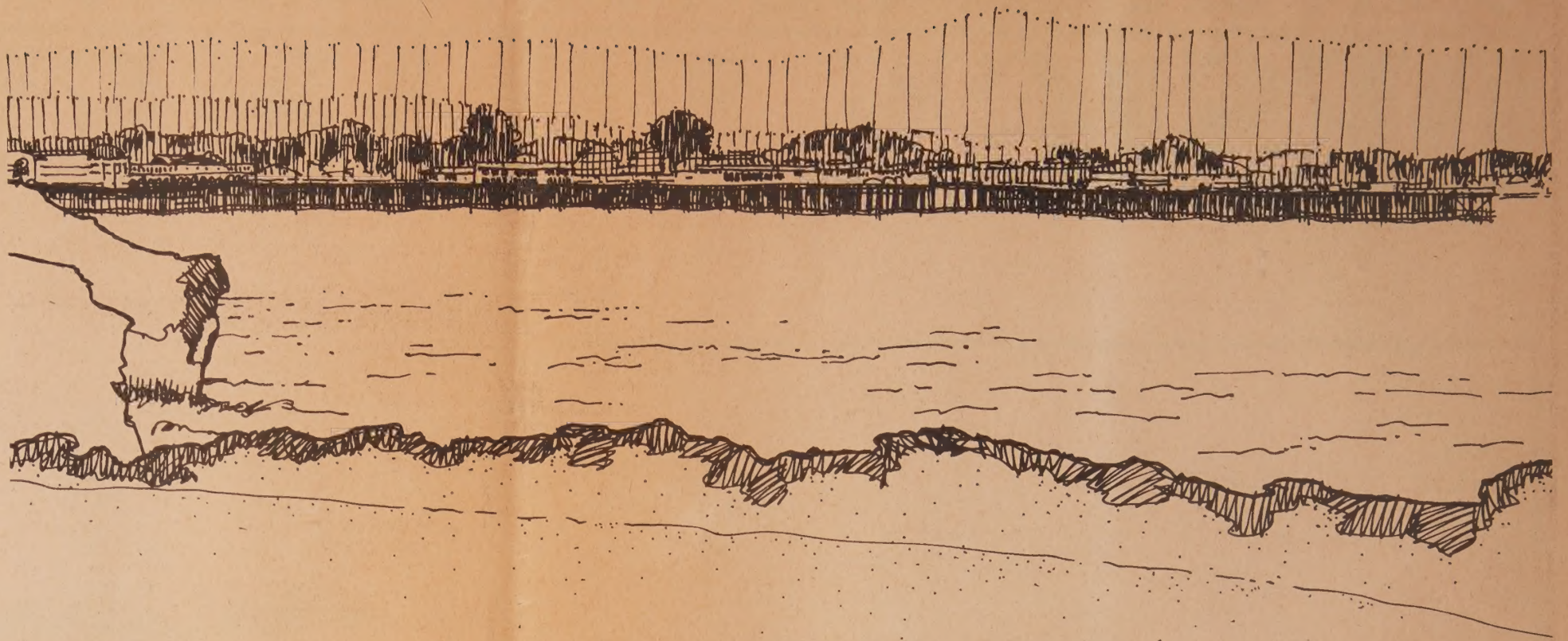
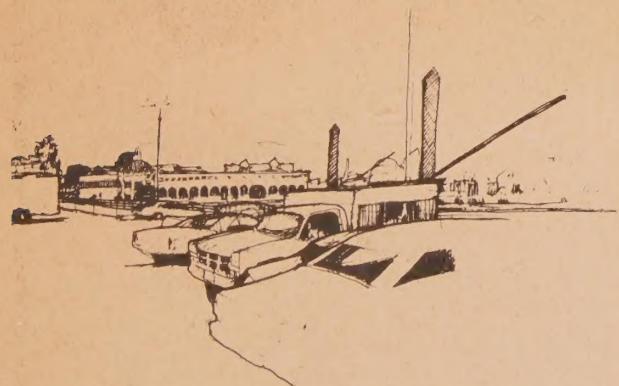
- + A more attractive pedestrian environment must be created. A major reorganization of vehicular and pedestrian areas is proposed; main elements of the wharf plan include a widened "pedestrian promenade" along the western side of the wharf and increased public commons space throughout the wharf. In order to facilitate individual access, there is to be an open tram, small enough to run along the pedestrian promenade, linking the wharf with the parking and amusement areas of the beach and Boardwalk. A new lighting system, increasing illumination levels in pedestrian areas and using low-scaled poles and fixtures, is recommended.
- + Two major additions of deck space are to be undertaken. One, the "Wharf Agora" will provide a new commercial area closer to shore, and could include a city-built open market area with spaces leased to very small businesses on a short-term basis. The second addition, a long "arm" attached near the wharf's end, will become a center for recreational boating by creating a semi-protected mooring area and large public landing; commercial space there could be oriented primarily to such activities.
- + The preservation and enhancement of intimate scale and local character is essential to future growth, and therefore must be encouraged in any renovation or expansion. No development at all is preferable to development which destroys the wharf's uniqueness.
- + The city must be willing to assume a major role in managing the development of the wharf and in undertaking an ongoing solicitation of desired uses and available monies. This is necessary in order to achieve the goals and policies and to enforce the design criteria set forth in the wharf plan.

Staging

Work on the first of the major recommendations -- to include the construction of a pedestrian promenade along the complete length of the wharf, the resurfacing and restriping of the roadway areas, and the installation of a new lighting system -- should begin as soon as possible. These are three elements of the plan which are needed immediately and which can proceed simultaneously.

Minor additions to deck areas, such as the fishing bays, the lowered fishing area at the wharf's end, and the common space between Looks Den and Carniglia Brothers, may be undertaken as finances and work schedules permit. They represent a second stage of wharf improvements.

Long range goals include the two major deck areas: the "Wharf Agora" and the "arm" near the wharf's end. The date of their construction depends upon a combination of circumstances and decisions -- approval from the Coastal Commission and other concerned bodies, financial studies and determination of funding methods, availability of suitable tenants, and so on.



Analysis

Wharf Setting

The position of the Municipal Wharf along the curving coastline between Point Santa Cruz and Soquel Point presents a unique combination of shore and pier, resulting in an unusual variety of views both to and from the wharf as shown in the context and views diagram. Visible to the northeast is a dense area including Beach Hill with its clustered residential uses and the Boardwalk with its light, bright and busy combination of amusement machinery and architectural fantasy. Views to the west present a more natural panorama where scattered houses, clumps of Monterey cypress and the Santa Cruz Light-house perched upon sandstone bluffs overlook the pounding surf of Steamer Lane and Cowell Beach. Both sets of views unfold as one proceeds outward along the wharf, and both are essential in establishing the wharf's uniqueness.

Views from the shore toward the wharf are less spectacular. Few vantage points display it outlined against the horizon; most often it is seen with a backdrop of high cliffs at the water's edge and hills beyond. The wharf's long, low bulk, an absence of any pronounced vertical accent, dark pilings and shadows beneath the wharf surface, and the subdued colors of most wharf buildings all make distinguishing the wharf from its background a difficult task. Perhaps its most distinctive profile appears when viewed from the hills above the city; from such angles it appears as the dominant element it is in the city's waterfront.

The relationship of the wharf to the rest of Santa Cruz is unfortunately unclear. Its proximity to the Boardwalk provides a visual link to that important recreation area, and a series of signs provides some connection to the tourist corridor of Ocean Street and Riverside Avenue. However, there is no clear image of the physical relationship joining the wharf with the downtown area. The important five-way intersection at the entrance to the wharf, which might begin to define these connections, is itself barren, confusing and unclear.

Physical Inventory

The current physical configuration of the Municipal Wharf reflects both the natural and historical forces which have acted upon it. Originally constructed in 1914, it was built over a half mile in length in order to accommodate large shipping vessels, and its end points seaward so that ships' bows might face the incoming waves. Wharf shipping continued until 1937. Railroad tracks were also laid at the time of construction, and until 1922 trains ran onto the wharf regularly to load and unload freight.

The commercial fishing industry has had a place on the wharf since its early days, and the demands of wind and sea on its operations have determined much of the physical development of the wharf. The existing row of restaurants and shops on the westerly or windward side have been built on the site of a set of fishing lockers originally there, while the easterly or leeward side has retained its function as the location of davits and landings, and thus has remained free of buildings. Several of the families long involved with the fishing industry operate businesses on the wharf, and their continuing interest and efforts have been responsible for much of the wharf's prosperity.

Although the wharf does retain some of its function as a location for commercial fishing, today it serves primarily as a recreational attraction, and its restaurants and shops have developed to serve a clientele at leisure. The wharf's popularity can be seen in the numerous improvements and additions that have occurred over the past fifteen years. These changes have served to increase the number of users on the wharf and have resulted in correspondingly greater congestion. The presence of the automobile, while unique to the Santa Cruz Wharf and probably essential to the economic health of the business there, conflicts at many points with pedestrian use, and piecemeal additions of parking areas and deck space have failed to develop a coherent automotive/pedestrian circulation scheme. Demands for parking continue to increase and show no signs of abating, threatening the pleasant scale of the wharf and the important feeling of proximity to the sea.

At present the wharf and its buildings, as shown in the physical inventory diagram, are generally in

sound structural condition. The major exceptions are the two fish markets and restaurants toward the end of the wharf, which rest on unstable pilings. Current plans call for replacement of those pilings during 1978 and eventual renovation of the structures.

Activity Analysis

The oceanside attributes of the Municipal Wharf -- water, fish, fresh air, pleasant scenery -- have been wisely exploited in the development of one of Santa Cruz County's most important recreational attractions. The wharf has tremendous appeal, drawing visitors from all segments of society and many geographical locations to observe and participate in the variety of waterfront activities offered. Large numbers of pedestrians and automobiles choke the wharf during the tourist season, attesting to its great popularity.

Much of the wharf's activity centers around fishing, and both pier and deep sea fishing are offered. Many people who fish enjoy the opportunity to park near their favorite fishing spot, and the juxtaposition of fishing rods and campers is a common phenomena. In collaboration with the Wildlife Conservation Board of the State's Department of Fish and Game, numerous additions and improvements have been made to the fishing areas of the wharf. These include the 1962 restoration of the wharf's end as a fishing pier, the 1973-75 construction of a tire reef alongside that pier, and the current expansion of fishing frontage along the first section of the wharf.

Although much of the boating and commercial fishing activity of the wharf moved to the Yacht Harbor when it opened in 1963, a small amount remains centered at the wharf. Despite the loss of this activity, the recreational appeal of the wharf is great enough to support a number of other commercial interests, and businesses on the wharf, especially the restaurants, have been growing steadily since then. Present activities and commercial uses are either marine- or recreation-oriented as shown in the activity analysis diagram which identifies uses on the pier: larger restaurants capitalize on spectacular views of West Cliff Drive and the ocean; smaller businesses enjoy the presence of the wharf's many visitors; pier watchers take pleasure in the enveloping sense of the sea all around them.

The Wharf Lessee's Association, representing commercial interests with long-term leases on the pier, has continued to oppose the introduction of what it views "unsuitable" uses with great success, and its close cooperation with the city has been quite influential in determining the development of the wharf. The activities and businesses centered there appeal to a broad range of visitors, and the great diversity of uses and users enjoying the many facilities is probably the greatest source of its color, charm and vitality.

Design Analysis

Careful planning and the functional demands of a working wharf have combined to preserve the openness of the wharf's northeast side, and the resulting panorama along with opportunities for selected views to the west result in a continuing awareness of the sea. Boat landings, davits, and other ocean paraphernalia along the open side make clear the wharf's role as a working pier.

The grouping of fish markets and small restaurants toward the end of the wharf is the liveliest bit of building frontage. There the display of fresh fish and other merchandise, the openness of the buildings and views through them to the cliffs beyond, the presence of the fishmongers, the multi-colored neon and large-scaled wall paintings all combine to reinforce the wharf's authentic character. Perhaps the area's only shortcoming is its distance from the foot of the wharf; because it is not visible from the entrance, its presence is not immediately apparent.

The appearance of the other wharf buildings conveys neither the diversity of uses nor the uniqueness of place on the wharf. Possibly the design of recent buildings, in a desire to be subtle and restrained, has inadvertently side-stepped the potential to sympathetically and carefully take advantage of the excitement and spirit that is the pier. In particular, the major commercial area, stretching from Wharf Headquarters to Looks Den, is characterized by a lack of pedestrian amenity, a homogeneity of

architectural style, a prevalence of dark and muted colors, and an absence of windows and views through the buildings.

The general atmosphere lacks the qualities associated with waterfront/recreational architecture -- bright colors, light and air, and motion in the breeze. The mural on "Malio's" door says much about what the pier represents and it suggests architectural design themes that should be exploited in new or rehabilitated buildings on the wharf. The neon signs and old "Carniglia" sign mural at the end of the wharf provide important additional themes.

The "non-design" elements of the wharf -- those which have grown in response to an immediate need such as pedestrian areas, regulatory and informational signing, handrails, sitting areas, and the like -- display both a healthy vitality and an occasional lapse into near-total confusion. Two pieces of the wharf with a profusion of such elements are the long approach area at its beginning and the public fishing pier at its end.

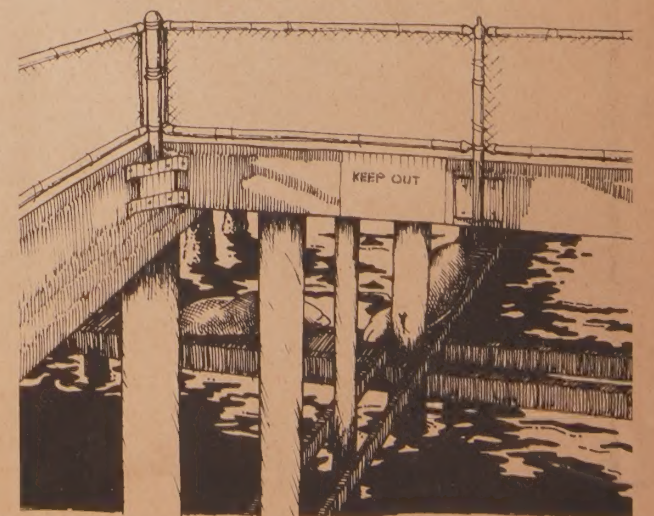
The approach offers unfolding panoramas in both directions, close-up views of beach and surf activity, and the advantage of proximity to shore, but it conveys the sense of a path to a more interesting place rather than any clue to its own importance. Perhaps the imminent completion of an emergency access and fishing lane will begin to alleviate this lack.

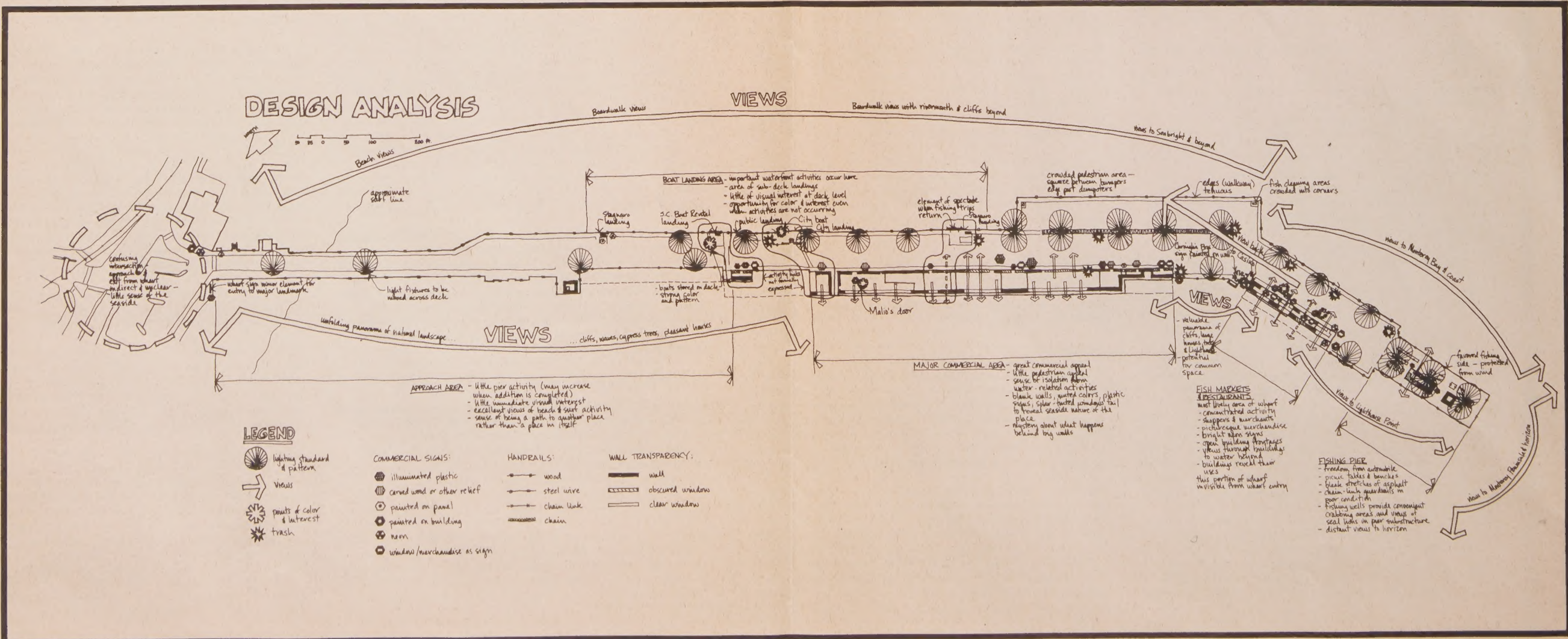
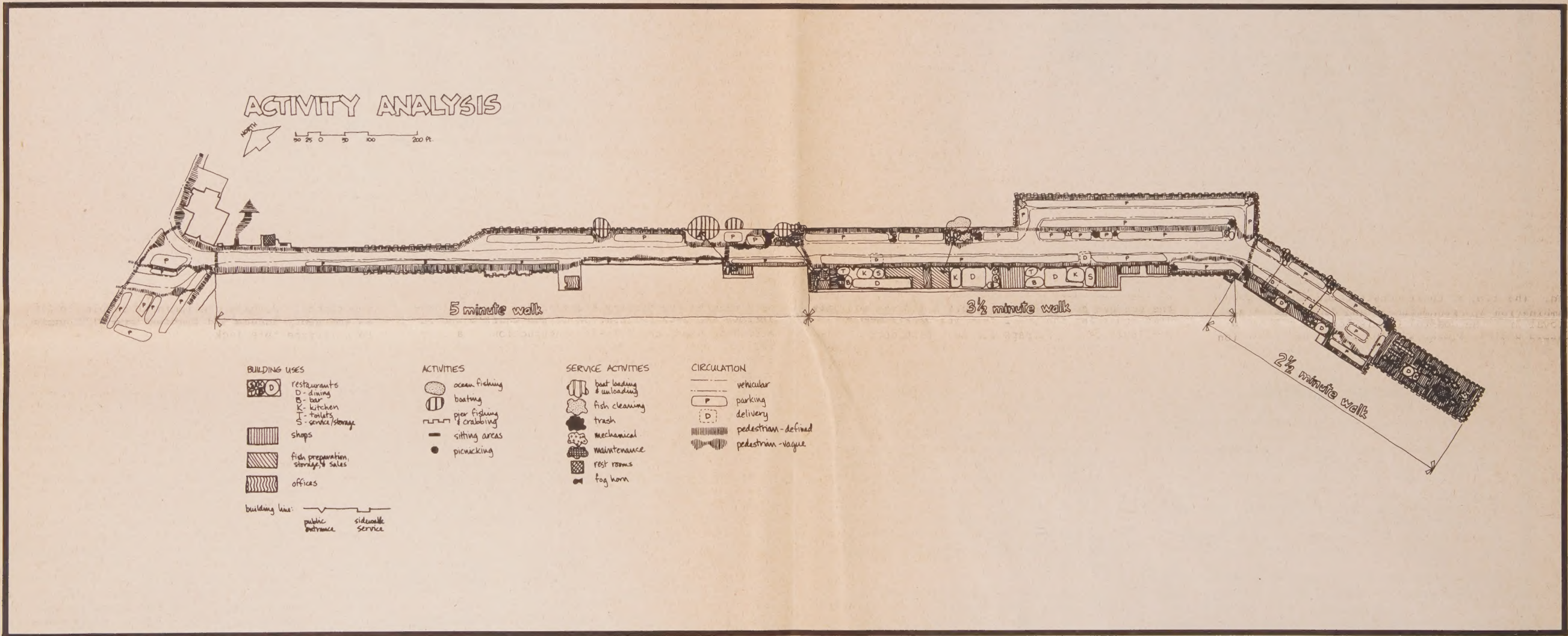
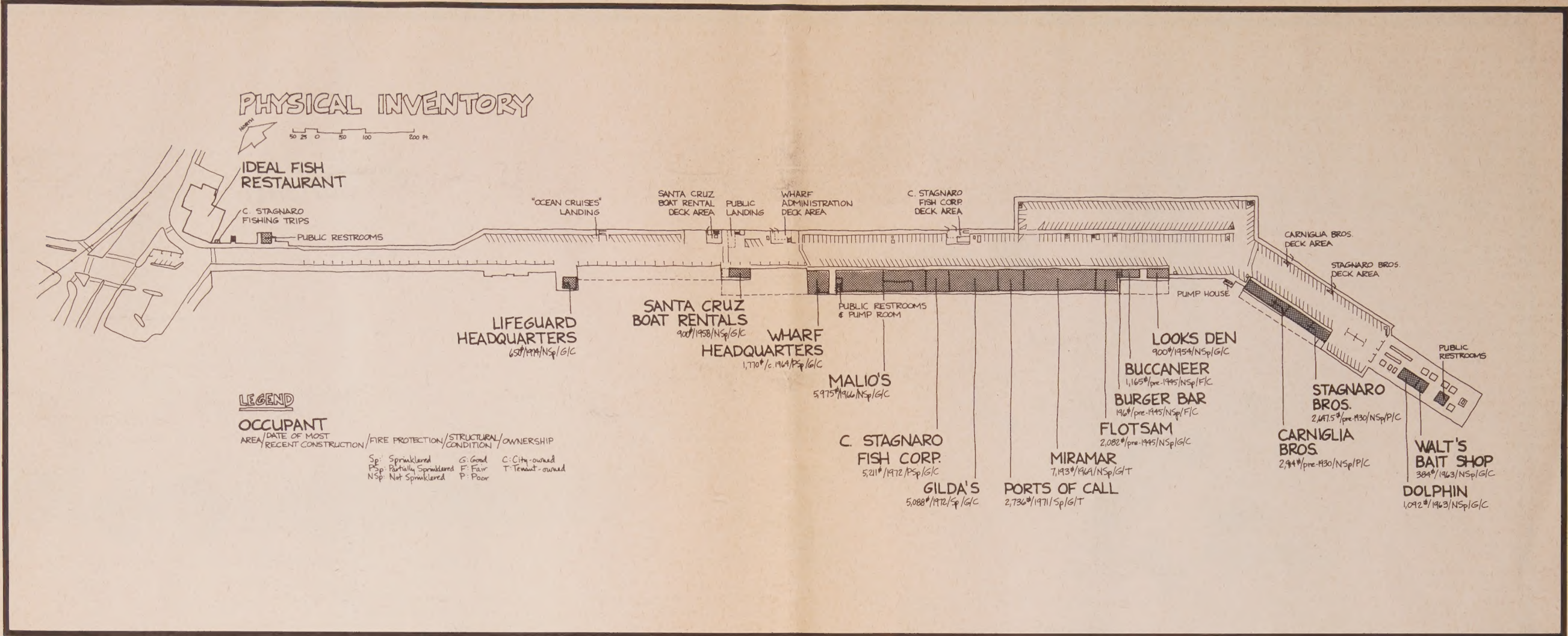
The public fishing pier is unique on the wharf as an automobile-free pedestrian environment. It includes the wharf's only picnic tables, and the fishing and crabbing wells there offer a special recreational attraction in addition to views of sea lions -- a special user group -- enjoying the comforts of the wharf's sub-structure. This area's position at the end of the wharf allows a splendid feeling of solitude and distance from land. Presently, however, the corroding chain link guardrails and old asphalt surfacing result in unnecessary barrenness.

The great influx of automobiles both during the summer and on pleasant weekends throughout the year brings with it a large number of motor homes and recreational vehicles. The length and width of these vehicles creates serious problems of congestion and obstruction in parking and circulation areas. Furthermore, when parked in a row along the wharf edge, their height and bulk equal that of a row of buildings, blocking important views back to the shore.

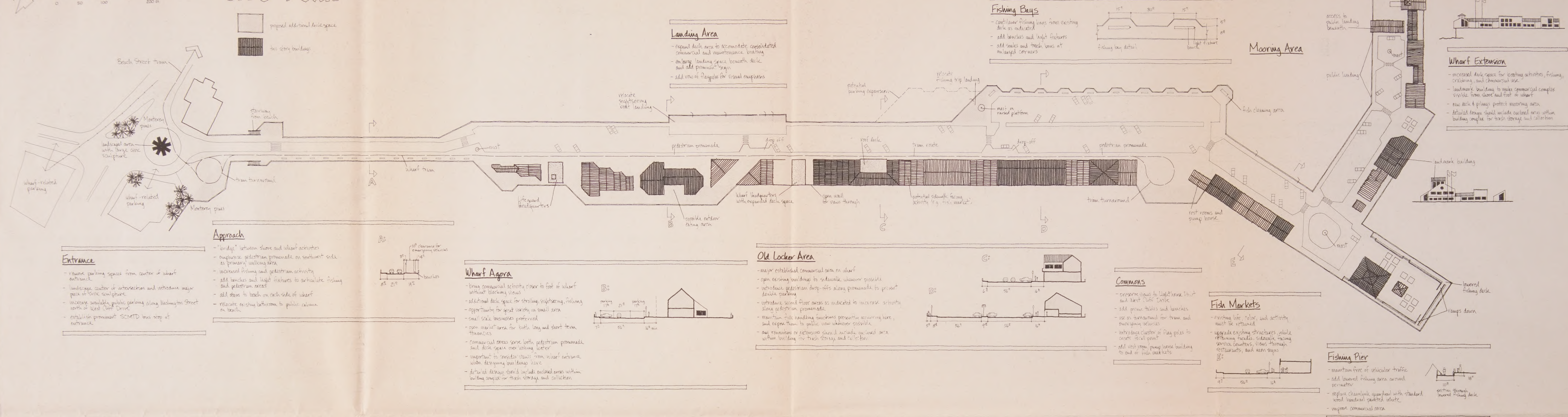
The silhouette of the pier from the beach dramatizes the importance of its light standards and luminaires as day-time design elements. The potential of designing luminaires and lamping beyond the needs of security to include the night-time appearance and character of the wharf has also been an important part of this study.

The design analysis diagram documents many other items all of which combine to determine the overall appearance and image of the wharf to members of the community and visitors alike. It is worth reiterating that these items range from the buildings on the pier to signs and detail elements, and it should be noted that wharf activities and users, from people to sea lions and sea gulls, are equal in importance to the physical elements in establishing the environmental character of the pier.





SANTA CRUZ MUNICIPAL WHARF SITE PLAN

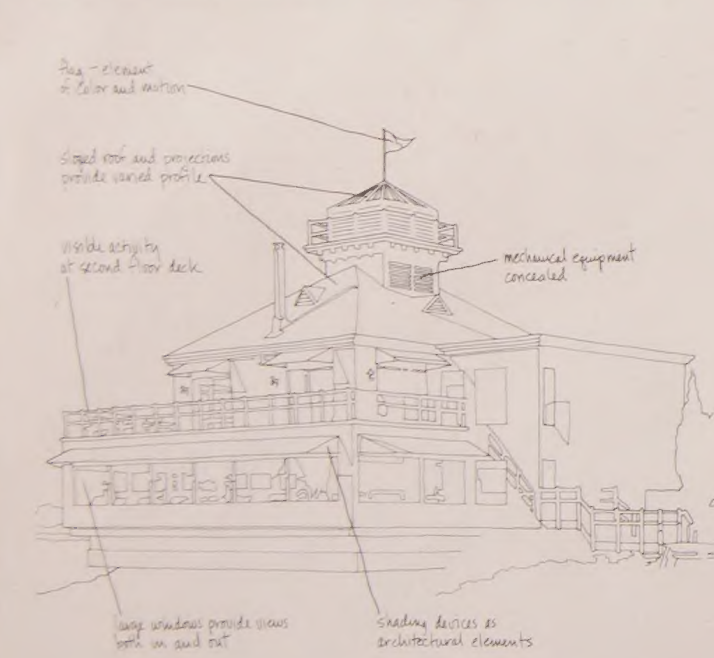


Architectural Criteria

The intent of these guidelines is to insure that all development on the wharf contributes to making it a unique and special place. Five basic principles are to be followed:

- 1) responsiveness to the marine surroundings;
- 2) creation of a pleasant pedestrian atmosphere;
- 3) maintenance of small-scale buildings;
- 4) reflection of the wharf's diversity;
- 5) achievement of a unified wharf complex.

It is possible that a proposed development conform to the explicit guidelines stated in these criteria and the site plan, and still fail to achieve the spirit that they propose. Hopefully these design standards will be seen not as a stifling set of regulations, but as a means of stimulating intelligence and imagination in future work on the wharf.



Restaurant along Oakland waterfront

Materials and Style

Architectural variety should be a natural consequence of the wharf's diverse activities and businesses. Simplicity, clarity, and straightforwardness should guide the designer in working toward a direct style befitting a working wharf; extremes of banality and ornateness are both to be avoided. Materials and detailing should be chosen for their suitability to the wharf atmosphere and their potential for satisfying color and fenestration criteria. Appropriate wall materials include horizontal wood siding, clapboards, corrugated metal, and carefully designed stucco; roofs might be made

of wood or asphalt shingles, or standing seam metal. Special consideration should be given to the color and texture of any material chosen. Monumental or opulent materials (e.g., concrete, brick, stone, marble), or materials connoting inappropriate styles (e.g., tile roofs, wrought iron grilles) are not to be used. Functional considerations should play an important role in choice of materials and style; while glazed ceramic tile would not generally be a good choice as a wall material on the wharf, its use on the fish market interior walls which require frequent washing is perfectly appropriate.

The desired "unified but diverse" quality for which the wharf should aim might be exemplified by the buildings along Pacific Avenue. The structures themselves reflect a great variety of periods, styles, and materials, while unity is provided by a common scale and their relationship to the sidewalk.

Colors

At their most exciting, the traditions of both seaside and recreational architecture suggest the use of light and bright colors, bolder than those presently used on the wharf. The color scheme should reflect the wharf's diversity, and colors chosen to complement and accent rather than duplicate those of neighboring buildings.

As a unifying visual element, all new or renovated buildings will be required to use white as the predominant trim color at such areas as window and door frames and along cornice lines. White is also required as a major color in any signing on the building facade.

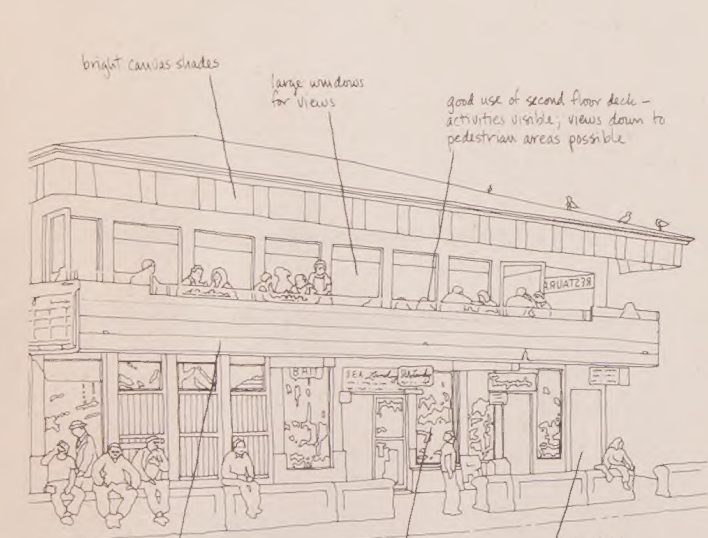
All handrails on the wharf should also be painted white, in order to complement the white building trim and to improve the visibility of the wharf from shore. Building colors should be chosen to contrast with the trim and handrails.

Fenestration

The window patterns proposed in these criteria address the issues of view, scale, and visual interest along the sidewalk, and are intended to promote a more pleasant and lively pedestrian environment. The existing Stagnaro Brothers and Carniglia Brothers fish markets and restaurants present excellent examples of such an environment.

The first goal of these fenestration guidelines is to make businesses located along the sidewalk visually accessible to passersby. Consequently, 75% of the sidewalk frontage length of any new business must make the interior of that business visible to the pedestrian, either by being open to the sidewalk, or by having a substantial width of glazing at eye level. Furthermore, in order to exploit the unique potential for views on the

wharf, 50% of the sidewalk frontage length must allow views through the building to the scenery beyond. (In determining the required length of glazing, a series of separate windows and/or glazed doors may be measured from end to end, provided that the largest space between any two successive elements is no greater than 50% of the average opening length.)



Shops at Santa Barbara Yacht Harbor

The views into and through wharf buildings should be as bright and unobstructed as possible. Therefore, only clear glass is to be used, and no tinted or reflective film is to be applied to it. Solar control, when necessary, should be provided by overhangs, shading devices, retractable screens, or other architectural elements. Any signs posted in windows are not to reduce the viewing area below required minimums.

Sidewalk Amenities

Businesses are encouraged to provide amenities such as canopies, benches, sidewalk tables, and umbrellas along the pedestrian promenade and in open areas adjacent to it. The emergency access lane as indicated on the site plan and detail drawings is not to be obstructed by such objects.

Height

These criteria will allow the construction of two-story buildings where indicated on the site plan in order to provide additional commercial space without obstructing views, and to vary the wharf profile as seen from shore. With the exception of

a larger landmark building on the new portion of deck, height limit will be 2 stories, with cornice height no greater than 23 feet; the maximum cornice height for a one-story building will be 13 feet. Towers not intended for occupancy which are an integral part of a building's design may extend above these limits when consistent with the overall site plan.

Uses on the second floor are to be consistent with those on the wharf in general, but first consideration should be given to activities which would not contribute directly to pedestrian activity. Examples might include the cocktail lounge of a restaurant, a coffee house, or a pub. Design of any second floor should encourage observation of the sidewalk life beneath, using windows, balconies, and roof decks to allow visual contact. Security and maintenance of any second floor areas will be the responsibility of the tenant; therefore, controlled access to each second floor use is necessary.

Existing buildings as designated on the site plan may add a second floor if a substantial portion of their ground floor already exists as or is converted to a use contributing to a rich pedestrian setting. An unenclosed roof deck may be added at any time if appropriate to the business adding it.

Bulk

To maintain the existing scale of buildings and businesses on the wharf, no new restaurant or food service establishment is to exceed 7,000 gross square feet in area; no other business is to exceed 2,500 gross square feet. These are upper limits, and smaller businesses of up to 1200 square feet are definitely preferred.

In conjunction with the fenestration requirements involving views through buildings, no new building is to be deeper than indicated on the site plan.

Spatial variety and a heightened sense of entry are attributes to be encouraged along the pedestrian promenade. Thus, at the main entrance to any building with a depth greater than twenty feet, the promenade shall penetrate at least 6 feet and for an area of at least 60 square feet.

Roof Line

With the addition of second floor space on the wharf, the importance of the roofscape as a designed area assumes additional importance. Since occupants of the second floor will be looking down onto adjacent single story buildings, roof areas should be more than an assortment of mechanical equipment, ducts, and vents. Thus, all mechanical equipment is to be concealed. Furthermore, to give the wharf profile greater impact, especially when seen from shore, pitched roofs with a slope equal to or

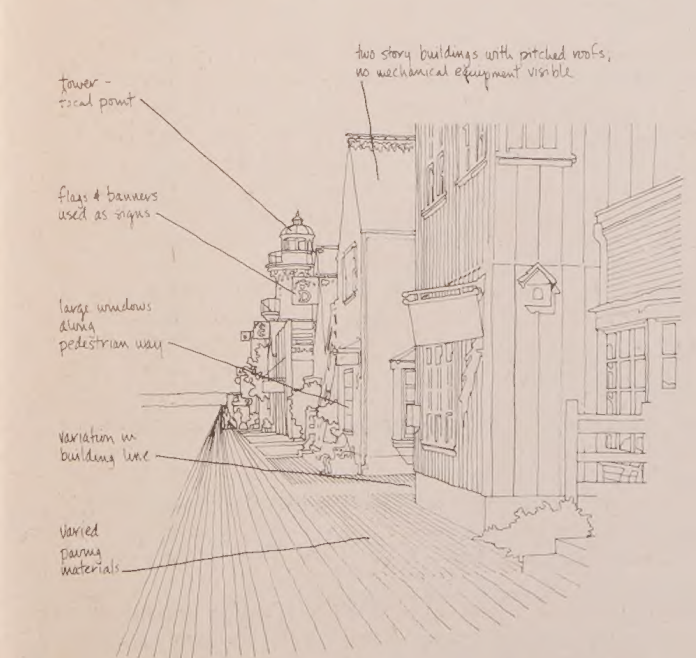
greater than 9 in 12 are to be encouraged on all construction. Dormers may be used in order to utilize the loft space beneath pitched roofs.

Access

All public ground floor areas are to be accessible to the physically handicapped; all new construction must conform to the specifications of the state's Physically Handicapped Law.

Security and Fire Prevention

Security and fire prevention are both important design considerations on the wharf. Burglar and fire alarm systems should be integrated into every new building, both to provide added protection and to prevent the eventual installation of a system that looks obviously "tacked on." Also, local building codes require that all construction on the wharf be sprinklered.



Shopping promenade at Marina del Rey

Re-Use and New Construction

In order to maintain the historic continuity and physical fabric of the wharf, special efforts should be made to encourage preservation, re-use, and adaptation of existing structures to changed needs. New construction should be limited to areas of wharf expansion, and demolition and subsequent redevelopment allowed only when no other alternative is available.

Use Criteria

The development of the wharf into a prosperous and pleasant environment depends as much on the activities which occur there as it does on the physical characteristics it possesses. The following use criteria have been developed concurrently with the site plan and architectural guidelines that this study proposes, and their evolution from more general issues and goals can be traced in the study's design matrix.

There are five general criteria which can be abstracted from the more specific criteria in the matrix:

- 1) appropriateness to the marine environment;
- 2) contribution to the pedestrian scene;
- 3) broadened public appeal and service;
- 4) compatibility with existing uses;
- 5) intense and diverse activity.

Each of these five has been further clarified with a set of guidelines and, where applicable, a set of actions. The actions are steps which should be taken by the city and by existing tenants in order to generate the kinds of activity beneficial to the wharf. The guidelines are intended to direct the city in an aggressive solicitation of desirable businesses and uses which it should undertake as manager and developer of the wharf. They are also to serve as means to evaluate proposals for development put forward by private interests, and to insure that such proposals are compatible with the wharf's long range plan.

Appropriateness to Marine Environment

Guidelines:

- + Businesses should be leisure- and/or marine-oriented (e.g., sail-maker, chandlery, fishing supply store, snack bar).
- + Activities should be chosen for their compatibility with the atmosphere of a working wharf. Extremes of overelegance and of cheap honky-tonk are both to be avoided.
- + Activities which are potentially harmful to marine life should be avoided.
- + Private uses should have public areas that can serve the purpose of a maritime museum, displaying wharf-oriented artifacts and memorabilia (e.g., Spenger's Restaurant in Berkeley).

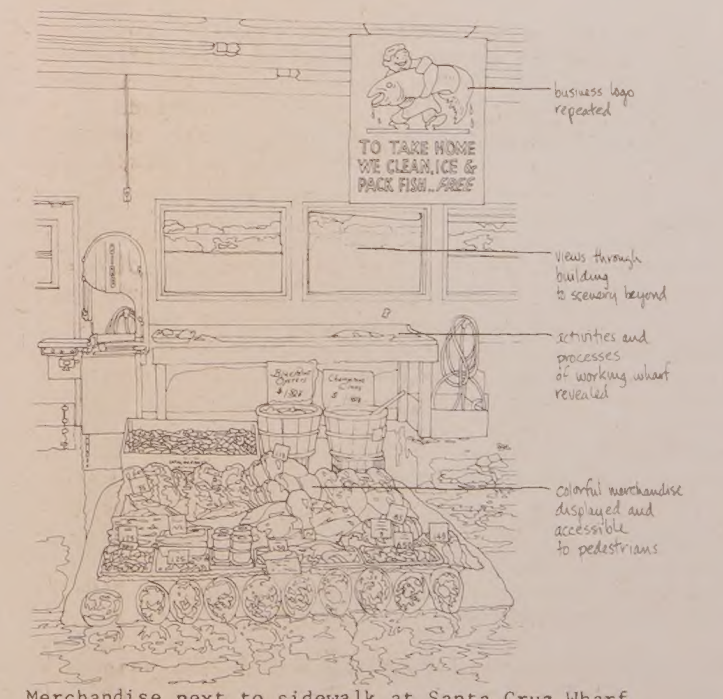
Actions:

- + Improve existing fishing and crabbing areas.
- + Build additional deck space for fishing and crabbing.
- + Build additional public landing space.
- + Establish semi-protected mooring area at wharf's leeward side for commercial and recreational boaters.

Contribution to Pedestrian Scene

Guidelines:

- + Businesses which can contribute directly to sidewalk activity (e.g., sidewalk café, open market stalls, walk-up snack bars, etc.) are desirable.
- + Businesses should be able to display merchandise, activities and processes (e.g., candy-making) to passersby.
- + Proposals to adapt existing buildings, particularly between Wharf Headquarters and Looks Den, to uses oriented toward pedestrian traffic should be encouraged.



Merchandise next to sidewalk at Santa Cruz Wharf

- + Actions:
- + Widen sidewalk serving wharf businesses, creating a spacious pedestrian promenade.
- + Introduce more pedestrian amenities, such as benches, auto-free common spaces, pedestrian drop-offs and low-scale lighting system.
- + Improve low-cost and free activities associated with experiencing the marine surroundings -- fishing, crabbing, picnicking, strolling and viewing.

Broadened Public Appeal and Service

Guidelines:

- + Businesses should be chosen for their appeal and service to the local community; establishments which rely exclusively on tourist trade should be avoided.
- + Businesses should be chosen for their potential to attract customers in the off-season and during evening hours when the wharf is presently under-used.

- + Eating and entertainment facilities less formal than those presently existing on the wharf (e.g., delicatessen, snack bar, coffee house) are needed.
- + Shops selling marine-related merchandise such as nautical antiques, books, charts, models and toys would provide a balance in commercial activity.
- + Businesses whose location and activity would attract beach visitors onto the wharf should be encouraged.

- + Actions:
- + Introduce added attractions into already existing businesses (e.g., after dinner entertainment in restaurants) to extend the hours of use.
- + Add a "Wharf Agora" along pedestrian promenade near shore to bring commercial activity closer to the foot of the wharf.
- + Build open market stalls in Wharf Agora to introduce a variety of small vendors and businesses.

Compatibility With Existing Uses

Guidelines:

- + Businesses should be chosen which can contribute to the wharf community by serving visitors and reinforcing existing businesses (e.g., small bakery, candy shop, ice cream parlor, tackle repair shop).
- + Small-scale businesses should be encouraged. No food service establishment is to exceed 7,000 gross square feet, and no more than four such establishments are to exceed 4,000 square feet. Restaurants under 2,000 square feet are particularly appropriate to the scale of the wharf. No other business is to exceed 2,500 square feet; businesses of less than 1,200 square feet are preferred.
- + Amusement functions such as penny arcades, rides or carnival games are to be restricted to the Boardwalk and Beach Street.
- + Large, franchise-type operations should be avoided.
- + Businesses which are locally owned and managed are preferred.
- + A honky-tonk atmosphere is not desired.

Intense and Diverse Activity

Guidelines:

- + Businesses should be chosen to complement rather than duplicate existing activities; too many businesses of the same sort are to be avoided.
- + In choosing and maintaining new businesses, particular care must be taken not to threaten the overall economic health of the wharf.
- + In any portion of the wharf a mix of uses is desirable.
- + Efforts must be made to nurture the richness of experience offered by small-scale activities and places.

6
DESIGN MATRIX

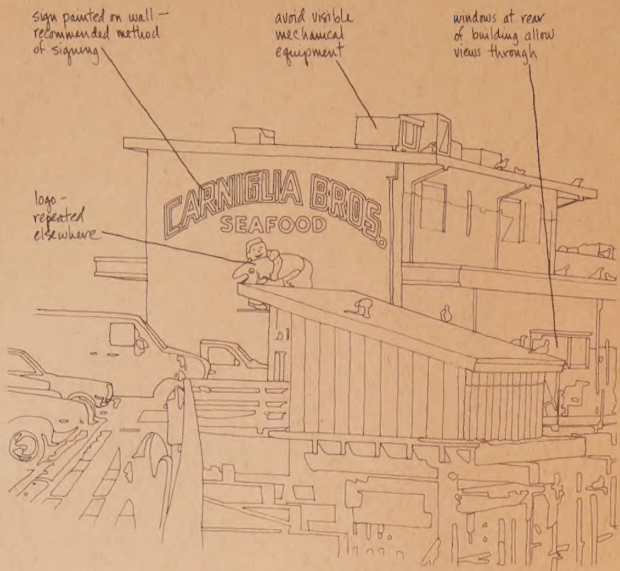
SANTA CRUZ MUNICIPAL WHARF

I. PRESERVATION AND REINFORCEMENT OF THE WHARF'S UNIQUE IDENTITY

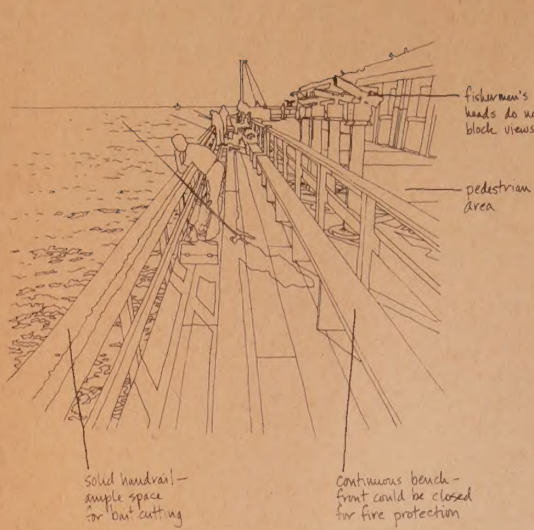
Goals	Policies	Actions/Criteria
1. Greater awareness of wharf throughout Santa Cruz.	A. Clarify and identify routes to wharf along major traffic arteries.	1) Introduce prominent directional signs along traffic routes. 2) Design directional signs to include distinctive wharf logo (see I-3A-1).
	B. Enhance visibility of wharf from shore.	1) Paint handrails white. 2) Increase use of white and bright colors. 3) Allow second story on selected buildings to vary wharf's profile. 4) Establish distinctive lighting scheme. 5) Encourage neon signs. 6) Introduce clusters of flagpoles at significant deck areas.
	C. Clarify wharf entrance.	1) Replace parking in center of intersection with landscaped area. 2) Introduce major piece of civic sculpture at wharf entrance. 3) Establish strolling and sitting area in first 200 yards of wharf approach zone.
	D. Promote a greater awareness of the wharf's role in local history.	1) Promote studies of local nautical history for use in newspapers and tourist publications, and for exhibition in public buildings and on the wharf. 2) Encourage the display of local historical material, particularly newspapers, photographs and artifacts. 3) Promote businesses that deal in nautical artifacts and marine antiques.
2. Preservation and enhancement of wharf's uniqueness as a special coastal place.	A. Promote businesses and activities best located on wharf; direct others elsewhere.	1) Promote businesses which are marine and/or leisure oriented, e.g., sailmaker, chandlery, tackle repair shop, snack bar. 2) Promote businesses which can contribute to the wharf community by serving both visitors and existing businesses, e.g., small bakery, ice cream parlor, candy shop. 3) Direct amusement-type activities to Boardwalk area. 4) Direct professional offices, large-scale shops, general merchandise stores, etc., to more suitable downtown or shopping center locations.
	B. Develop a distinctive and coherent architectural vocabulary.	1) Encourage designs that are clear and straightforward; avoid both banality and ornateness. 2) Use appropriate materials such as horizontal wood siding, clapboards, corrugated metal and stucco; avoid monumental and opulent materials. 3) Use building roofs as design element. 4) Establish fenestration pattern which promotes views into and through buildings. 5) Require use of bright colors and unifying white trim.
	C. Maintain historic continuity and physical fabric of the wharf.	1) Limit new construction to areas of wharf expansion. 2) Allow demolition and subsequent redevelopment only when no other alternative is available. 3) Encourage display of local historical material, particularly newspapers, photographs and artifacts.
	D. Develop a bright, colorful and lively seaside atmosphere.	1) Preserve significant views on all sides of the wharf (see I-2E). 2) Require use of light and bright colors. 3) Encourage sidewalk activity such as strolling, window-shopping and eating. 4) Allow flags and banners as a means of signing. 5) Encourage signs painted directly on building walls (e.g., Carniglia Brothers Fish Market logo).
	E. Preserve and enhance views from wharf.	1) Establish significant view corridors where future building will be prohibited. 2) Maintain leeward (i.e., northeast) side of wharf free from buildings. 3) Require new buildings to allow views through interior to scenery beyond. 4) Allow use of roof decks in commercial areas. 5) Prohibit large motor homes and recreational vehicles with height and bulk which obstruct views to shore.
3. Greater awareness of wharf uses and processes by wharf uses.	A. Establish graphic design system for use by the wharf management and tenants on the wharf and elsewhere.	1) Create wharf logo for all directional signs on and off the wharf and for use by wharf businesses in advertising. 2) Coordinate graphic theme in newspapers and tourist materials. 3) Standardize regulatory signing. 4) Provide signpost near wharf entrance as significant design element indicating wharf activities.
	B. Articulate and make more effective all graphic communication by private groups on wharf.	1) Integrate signing with architectural design. 2) Encourage neon signs. 3) Encourage diversity among business signs. 4) Encourage advertising signs and logos painted directly on building walls, as at Carniglia Brothers.
	C. Choose businesses and activities exhibiting maximum potential for visual interest.	1) Encourage businesses to display merchandise, activities and processes (e.g., candy-making, food preparation, boat unloading). 2) Introduce businesses contributing directly to sidewalk activity, such as sidewalk cafés and open market stalls.
	D. Use design elements to distinguish use areas along wharf.	1) Articulate fishing and crabbing areas by architectural detailing. 2) Require building designs to display building activities. 3) Require substantial portions of interiors of new buildings to be visible from sidewalk. 4) Improve signing at significant use areas, e.g., public landing, fish market davits, boating deck space. 5) Consolidate boating activities into enlarged deck area opposite Wharf Headquarters. 6) Enlarge and articulate deck area for charter fishing landing and sinks.

II. THE WHARF AS COMMUNITY RESOURCE

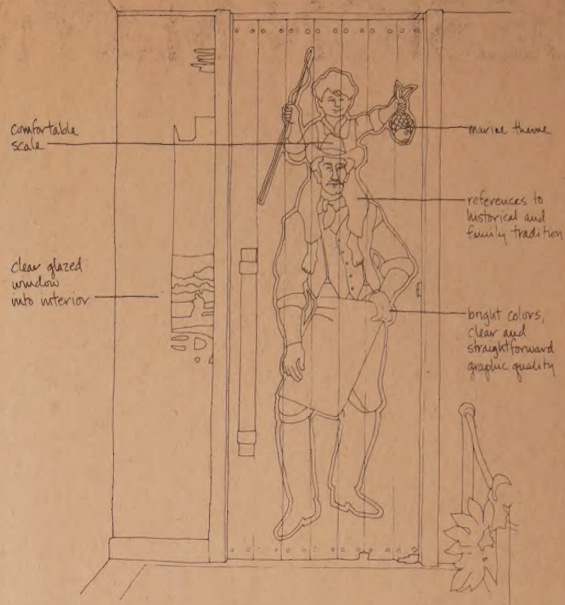
Goals	Policies	Actions/Criteria
1. Promotion and management of the wharf as a community investment.	A. Actively seek desirable businesses and activities not presently existing on wharf.	1) Solicit businesses which can contribute to the wharf community by serving both visitors and existing businesses, e.g., small bakery, candy shop, ice cream parlor. 2) Build and manage open market area between bents 35 and 75 for both long- and short-term tenancy.
	B. Encourage use by a wide spectrum of the city's population.	1) Introduce shops selling marine-related merchandise, e.g., nautical antiques, books and charts, models and toys. 2) Introduce less formal eating and entertainment facilities, e.g., delicatessen, snack bar, coffee house. 3) Introduce new attractions into already existing businesses, e.g., dancing and entertainment in restaurants. 4) Improve and increase low-cost and free activities on wharf, e.g., fishing, crabbing, picnicking, boating.
2. Greater use of wharf during off-season and off-hours.	A. Improve night-time ambience on wharf.	1) Improve lighting scheme of wharf. 2) Introduce lighting system relating to wharf businesses and pedestrian areas. 3) Introduce night guard. 4) Encourage more late evening activity (e.g., coffee house, pub, entertainment and dancing in restaurants, fishing and crabbing).
	B. Promote wharf as year-round commercial and recreational center.	1) Choose new businesses and activities with year-round and day-long appeal. 2) Choose new businesses for their interest to local residents rather than for their attractiveness to tourists.
3. Intense and diverse pedestrian activity.	A. Develop an attractive pedestrian environment on wharf.	1) Increase amount of pedestrian space serving wharf buildings. 2) Introduce more pedestrian amenities -- walkways, lighting, benches, auto-free common spaces, pedestrian drop-offs, etc. 3) Require business signing to address pedestrians. 4) Separate and articulate vehicular and pedestrian circulation systems. 5) Extend the pedestrian space into entrances of buildings greater than twenty feet deep. 6) Introduce businesses contributing directly to sidewalk activity such as sidewalk cafés, market stalls and snack bars.
	B. Preserve and improve views to and from wharf.	1) Preserve significant views from wharf in all directions. 2) Establish distinctive lighting scheme. 3) Paint handrails white. 4) Require substantial use of white and bright colors. 5) Allow second story on selected buildings to vary wharf's profile. 6) Construct visually-prominent "theme building" on new deck space near end of wharf. 7) Require new buildings to allow views through interior to scenery beyond. 8) Prohibit large motor homes and recreational vehicles with height and bulk which block views to shore.
	C. Choose new businesses and activities which can contribute to a rich pedestrian scene.	1) Introduce businesses contributing directly to sidewalk activity, such as sidewalk cafés or open market stalls. 2) Choose new businesses which can display merchandise, activities and processes to pedestrians (e.g., candy-making, sail-making). 3) Require views into buildings from adjacent sidewalk.
4. Diversity of access to and on wharf.	A. Insure adequate and diverse transportation to and on wharf.	1) Establish prominent SCMTD bus stop near wharf entrance. 2) Introduce open tram on pedestrian promenade, linking wharf to beach and Boardwalk. 3) Allow continued use of private automobile on wharf. 4) Separate and articulate vehicular and pedestrian circulation systems. 5) Improve service and delivery systems. 6) Build major public landing for boat access beneath new deck area.
	B. Insure access for the handicapped on wharf.	1) Require that all new construction conform to specifications of state's "Physically Handicapped Law." 2) Provide adequate parking for handicapped on wharf.
5. Continued predominance of small scale businesses.	A. Protect and continue scale of existing businesses.	1) Limit size of allowable commercial space to 7,000 gross sq. ft. for restaurants and 2,500 gross sq. ft. for other businesses. 2) Place primary emphasis on businesses of up to 1,200 sq. ft. in area. 3) Avoid establishment of large franchise-type business operations. 4) Place primary emphasis on local ownership and management of new businesses.
	B. Maintain continuity among long-time wharf tenants.	1) Give present tenants right of first refusal on city terms for lease renewal. 2) Support an active Wharf Lessees' Association. 3) Avoid introducing new businesses which threaten the overall economic health of the wharf.



Wall sign at Santa Cruz Wharf



Lowered fishing area at Redondo Pier



Mural painted on door at Santa Cruz Wharf

III. THE WHARF AS REGIONAL ATTRACTION

Goals	Policies	Actions/Criteria
1. Integration of wharf, beach and Boardwalk into a coherent coastal recreational area.	A. Facilitate ease of access and parking for wharf. B. Establish clear visual relationship among wharf, beach and Boardwalk. C. Choose businesses and activities to complement rather than duplicate those on beach and Boardwalk.	1) Develop traffic and parking plan involving entire wharf, beach and Boardwalk area. 2) Introduce open tram system separate from vehicular traffic linking wharf, beach and Boardwalk. 3) Integrate pedestrian and tram circulation among wharf, beach and Boardwalk. 4) Clarify regulatory and directional signing both on and off wharf. 1) Preserve views between wharf and Boardwalk. 2) Use similar detail elements to articulate pedestrian and tramways linking wharf, Beach Street and Boardwalk. 3) Introduce common lighting theme linking the wharf and Beach Street. 1) Restrict amusement functions to Boardwalk area. 2) Relocate restrooms near wharf entrance to a public cabana in the beach area.
2. Intense and diverse marine-oriented pedestrian activity.	A. Develop wharf as an attractive pedestrian environment within a coastal setting. B. Preserve and improve views both to and from the wharf. C. Choose wharf businesses and activities which can contribute to a rich pedestrian scene. D. Improve night-time ambience of wharf.	1) Increase amount of pedestrian space serving wharf buildings. 2) Introduce more pedestrian amenities -- walkways, lighting, benches, auto-free common spaces, pedestrian drop-offs, etc. 3) Require business signing to address pedestrians. 4) Separate and articulate vehicular and pedestrian circulation systems. 5) Extend the pedestrian space into entrances of buildings greater than twenty feet deep. 6) Introduce businesses contributing directly to sidewalk activity such as sidewalk cafés, market stalls and snack bars. 1) Preserve significant views from wharf in all directions. 2) Establish distinctive lighting scheme. 3) Paint handrails white. 4) Require substantial use of white and bright colors. 5) Allow second story on selected buildings to vary wharf's profile. 6) Construct visually-prominent "theme building" on new deck space near end of wharf. 7) Require new buildings to allow views through interior to scenery beyond. 8) Prohibit large motor homes and recreational vehicles with height and bulk which block views to shore. 1) Introduce businesses contributing directly to sidewalk activity, such as sidewalk cafés or open market stalls. 2) Choose new businesses which can display merchandise, activities and processes to pedestrians (e.g., candy-making, sail-making). 3) Require views into buildings from adjacent sidewalk. 1) Improve lighting scheme on wharf. 2) Introduce lighting system relating to wharf businesses and pedestrian areas. 3) Introduce night guard. 4) Encourage more late evening activity (e.g., coffee house, pub, entertainment and dancing in restaurants, fishing and crabbing).
3. Increased tourist spending.	A. Increase revenue-producing potential of sidewalk areas. B. Guarantee convenient access to wharf businesses. C. Provide increased commercial opportunities during peak use periods.	1) Widen sidewalk area serving businesses and increase amenities along it. 2) Increase number of commercial areas serving sidewalk directly. 3) Introduce lighting system related to sidewalk area serving businesses. 1) Improve vehicular circulation and clarify parking layout on wharf. 2) Build auto drop-offs along widened sidewalk. 3) Widen sidewalk areas serving businesses and add appropriate pedestrian amenities. 4) Introduce open tram separate from vehicular traffic and linking wharf entrance with commercial areas. 1) Introduce open market stalls in areas near shore to attract business from beach-goers during vacation seasons.

IV. THE WHARF AS MARINE RESOURCE

Goals	Policies	Actions/Criteria
1. Enhanced marine and recreational atmosphere.	A. Encourage additional fishing and crabbing. B. Encourage increased boating activity. C. Encourage commercial uses appropriate to a marine setting. D. Protect marine environment.	1) Build additional deck space at wharf's end for fishing and crabbing. 2) Add lowered fishing deck space alongside existing fishing pier at wharf's end. 3) Introduce fishing "bays" along parking area between bents 112 and 145. 1) Build additional public landing space below wharf deck. 2) Label public landings prominently, adding signs at both deck and sub-deck levels. 3) Establish semi-protected mooring area at wharf's leeward side for commercial and recreational boaters. 1) Choose new businesses which are marine- and/or leisure-oriented (e.g., chandlery, sail-maker, nautical book and chart store). 2) Avoid introducing new activities potentially harmful to marine life.
2. Expanded awareness of marine resources and ocean-related uses by wharf visitors.	A. Expand opportunities for experiencing marine environment. B. Make areas of marine activity more apparent.	1) Exploit opportunities to view marine plant and animal life in their natural habitat. 2) Encourage businesses to include public areas which can serve the purpose of a maritime museum (as at Spenger's Restaurant in Berkeley). 1) Expand deck area opposite Wharf Headquarters to serve boating activities. 2) Improve signing at boating areas. 3) Articulate fishing areas along pedestrian routes.
3. Continued historic tradition of working wharf.	A. Continue physical pattern that has grown with wharf. B. Encourage and publicize commercial boating and fishing activities. C. Develop architectural vocabulary appropriate to working wharf.	1) Restrict commercial activity to windward side, leaving leeward open for fishing and boating. 1) Consolidate commercial boating activities in enlarged deck area opposite Wharf Headquarters; add new landing space beneath. 2) Enlarge and articulate deck area for charter fishing landing and sinks. 3) Improve signing at commercial boating area. 4) Establish semi-protected mooring area at wharf's leeward side. 5) Renovate existing fish markets while retaining original design qualities to include counters serving sidewalk, large glazed areas in coffee shops, large wall paintings and neon signs. 6) Maintain and make more visible fish handling functions presently occurring in existing middle area of wharf. 1) Encourage designs that are clear and straightforward; avoid both banality and ornateness. 2) Use appropriate materials such as horizontal wood siding, clapboards, corrugated metal and stucco; avoid monumental and ornate materials. 3) Choose uses which are compatible with the traditions of a working wharf; avoid extremes of overelegance and cheap honky-tonk.

V. SERVICE AND SECURITY ON THE WHARF

Goals	Policies	Actions/Criteria
1. Reduced vandalism and theft.	A. Improve night-time ambience on wharf. B. Increase informal surveillance of all wharf areas.	1) Improve overall lighting scheme. 2) Introduce lighting system increasing amount of light near businesses and vulnerable pedestrian areas. 3) Introduce night guard. 4) Encourage greater night-time use of wharf by introducing late evening activities such as entertainment and dancing. 1) Provide potential for activity at all public wharf areas. 2) Increase amount of commercial frontage opening onto pedestrian and common spaces.
2. Efficient operation of service and emergency functions.	A. Insure ease of access for service and emergency vehicles. B. Reduce number of conflicts between pedestrian areas and service zones such as trash bins, delivery zones, and parking areas. C. Improve vehicular access and parking situation on wharf.	1) Build previously proposed emergency access lane, extending it past fish market area to fishing pier at end of wharf. 2) Provide access between roadway and emergency access lane. 3) Provide turnaround for emergency access lane at area between Looks Den and Carniglia Brothers. 4) Insure sufficient turnaround space for delivery and emergency vehicles. 1) Consolidate trash collection areas, both for tenant and for visitor use. 2) Provide visual barriers between pedestrian and service zones where necessary. 3) Make crosswalk areas highly visible to vehicular traffic, and reduce crosswalk length as much as possible. Establish crosswalks as part of overall pedestrian plan. 1) Standardize parking system to 8'-6" stalls at 60°. Replace parallel parking with 60° angled parking wherever possible. 2) Establish drop-off zones along sidewalk to help prevent double parking. 3) Prohibit large motor homes and recreational vehicles which inhibit traffic movement and reduce parking capacity.

Signing Criteria

In preparing criteria for signing on the wharf, the intention has been to foster a sense of "controlled exuberance," encouraging signs equally as sources of information and as design elements contributing to the life, color and vitality of the place. With such strong functional and visual qualities, signing should be considered a major component of the wharf's architecture, and sign design should be integral with building design and site planning. Consequently, all signs are to follow the five basic principles set forth in the Architectural Criteria portion of this report:

- 1) responsiveness to the marine surroundings;
- 2) creation of a pleasant pedestrian atmosphere;
- 3) maintenance of small-scale buildings;
- 4) reflection of the wharf's diversity;
- 5) achievement of a unified wharf complex.

Applicability

These criteria do not require the immediate modification or replacement of any existing sign on the wharf. All new signs or revisions to existing signs will be expected to comply.

Signs not located on the building perimeter (e.g., interior signs describing menus, merchandise or services) are not regulated by these criteria. Care must be taken, however, to place such signs so as not to obstruct views into and through buildings.

Wharf Logo

A logo should be designed for use in all forms of graphic communication involving the wharf. Informational signs, business letterheads, vehicle markings, advertisements and signs in town directing traffic to the wharf can all carry the logo.

Allowable Sign Types

The following are the allowable types of sign for the wharf:

- 1) neon signs
- 2) signs painted directly on the building
- 3) raised letters mounted on the building
- 4) posters and painted display cards mounted in windows
- 5) menus
- 6) banners and flags
- 7) signs mounted on building walls
- 8) free-standing signs

Sign Functions

Identification signs contain only a building or business name and brief descriptive information. Examples include: "Wharf Headquarters," "Malio's," or "Carniglia Brothers Fish Market - Sea Food Cocktails, Steamed Clams."

Advertising signs promote specific products and brands sold by merchants on the wharf; for example, "Hang Ten Shirts" or "Goors Beer."

Regulatory signs control activity and behavior on the wharf and contain wharf regulations. They include such signs as "No Fires Allowed," "Parking Meters Enforced 24 Hours a Day," and "Tenant Parking Only."

Informational signs label areas, give directions and provide general information about wharf activities. "Santa Cruz Public Fishing Pier," "Fire Hose," and "Public Landing" are examples of informational signs.

The following table summarizes allowable functions for the various sign types:

	Identification	Advertising	Regulatory	Informational
1) neon	X	X		
2) painted on building	X			X
3) raised letters	X			X
4) posters in windows		X		
5) menus		(special case)		
6) banners and flags	X			
7) mounted on building	X		X	X
8) free standing			X	X

Comments and Guidelines by Sign Type

Neon signs provide light, color and vibrancy to the wharf setting, and their wide use will result in a lively and distinctive wharf profile, especially after dark. They may be mounted directly on a building face to supplement a sign painted there (as at the Ideal Fish Restaurant), or placed as a

self-contained sign (as in the windows at Stagnaro Brothers and Carniglia Brothers). Neon tubes when used as they are beneath the canopies of the existing fish markets provide both illumination and subtle identification, and thus are reasonable extensions of this form of signing. When a neon sign is window mounted, no opaque material behind its tubes may obstruct the required viewing area through the building. No flashing or blinking neon signs are allowed; there is no size limit.

Signs painted directly on the building are to be a major means of signing in order to provide a common visual theme on the wharf and to integrate signing and architectural design. Substantial portions of the lettering of such signs are to be white to improve visibility from a distance and to complement the white handrails. The development and use of a business logo in such signing (similar to the drawing of a smiling fisherman on the side of Carniglia Brothers) is strongly encouraged. Signs painted on building walls, doors, or other solid elements are not limited in size; the area of signs, whether permanent or temporary, painted on windows is limited to 20% of the area of the glass pane on which it is painted.

It must be emphasized that the intention of signs painted on buildings is to communicate information about the business and activities within. In all cases signs are to be designed to be integral with both the building's architecture and its use. Clarity, simplicity, bright colors and informational content are the standards by which these designs will be judged.

Raised letters mounted on the building are an alternative to signs painted on the building. Such letters must be white on a contrasting background. Their maximum height is to be 12 inches, and the maximum projection from the building face is to be 1½ inches.

Posters or painted display cards mounted in windows are to be used only as temporary advertising signs; no such sign is to be displayed for more than 30 days. They are not to obstruct required views into and through the building, and the area of such a sign is limited to 25% of the area of the pane in which it is displayed.

Menus visible to passersby on the pedestrian promenade are to be displayed by each food service establishment on the wharf. They are to be attached to the building in some fashion, either directly to the wall or in an enclosed case, and can be in any of a number of formats: regular pasteboard menu, painted plaque, menu painted on building side, blackboard with daily specialties chalked in, etc. Illuminated plastic menu signs with movable letters are allowable if not mounted immediately adjacent to the sidewalk.

Banners and flags are encouraged as part of the wharf's signing scheme. Their designs may contain a business name and/or logo, or merely be a bright, decorative pattern. They can be hung above or in front of a building, parallel or perpendicular to the sidewalk; any flagpole or other support is to be fastened to the building. The rhythm of repeated banners is desirable. The minimum dimension of any flag or banner is 30 inches.

Signs mounted on building walls (other than neon signs or raised letters) are to be avoided whenever possible; preference should be given to the other types of sign presented in these criteria. If used, wall-mounted signs are to be strictly two-dimensional and are to be mounted flush with the building's surface; painted wood and enameled or painted metal are good examples.

Free-standing signs may be only regulatory or informational. The city should develop a consistent style for such signs involving the wharf logo; as additional regulatory or informational signs are needed, existing signs should be converted to the new standard. The signing program must respond to all other architectural and sign criteria in developing a lively and colorful graphic system.

Scale

The presence of both pedestrian and automobile traffic on the wharf should be considered in the design of all signs. While signs should be scaled and located to address both sidewalk and traffic lane, the primary audience should always be the pedestrian.

Illumination

Neon signs are the only self-illuminating signs allowed; luminous plastic signs are specifically prohibited.

Floodlighting of signs is allowable, provided that the lights are mounted so as to avoid shining into the eyes of wharf visitors.

Lighting

The present wharf lighting system consists of mercury vapor lamps mounted on thirty-foot poles spaced at approximately 110- to 120-foot intervals. Their light spread has proved unsatisfactory, resulting in dark spots at the deck surface, insufficient light at fishing areas, and excessive glare from reflections. Replacing the existing system would do much to improve the night-time ambience of the wharf.

A variety of possible lighting solutions has been considered with particular attention to both high and low pressure sodium systems. Many manufacturers and distributors have been contacted for information about the visual quality of resulting light, choice of luminaires, availability of lamps, maintenance and operational cost. A demonstration of the color rendition provided by both high and low pressure sodium was especially important.

Low pressure sodium offers the advantage of higher light output at lower operating costs than either mercury vapor or high pressure sodium. Its monochromatic yellow light produces less glare than mercury vapor, cuts through fog and mist well, and presents a distinctive profile from the shore, all of which are favorable characteristics for use on the wharf. Color rendition is extremely poor, however, and the monochromatic light results in colors limited to yellow and tones of black and grey. Availability of lamps and fixtures is another shortcoming; no American firms manufacture the lamps, and the selection of suitable fixtures is likewise limited. Because low pressure sodium is a linear light source, all appropriate fixtures are long and thin, and precise control of the light beam is difficult to achieve. Recently two low pressure sodium lamps and luminaires have been mounted on existing poles for a brief demonstration; reaction from the wharf supervisor, tenants, visitors and local residents has been favorable.

High pressure sodium, while slightly more expensive to operate than low pressure, still offers increased lighting at lower cost than mercury vapor. Its pinkish-orange light renders color far more accurately than low pressure sodium, and both lamps and fixtures are manufactured by a number of domestic firms. Because high pressure sodium is a point source, fixture design is more flexible, and greater control of the light beam is possible. The introduction of a high pressure sodium system would allow the city to establish a contract for lamp maintenance with PG&E; such a contract is not available for low pressure sodium, although at least one manufacturer does offer a maintenance guarantee on its low pressure system.

The choice of luminaires for use on the wharf must respond to a special set of requirements. In addition to normal concerns of performance and appearance, there are the difficulties presented by the wharf's corrosive salt air, the tendency of sea gulls to perch on all available objects, and the need to reduce the glare which penetrates restaurant windows. Problems of corrosion are common to many locations and can be addressed by careful specification of luminaire material. Glare can be reduced by proper placement and mounting of a well-designed fixture. Sea gulls are a more unusual problem; most standard luminaires will have to be modified slightly to discourage birds from perching.

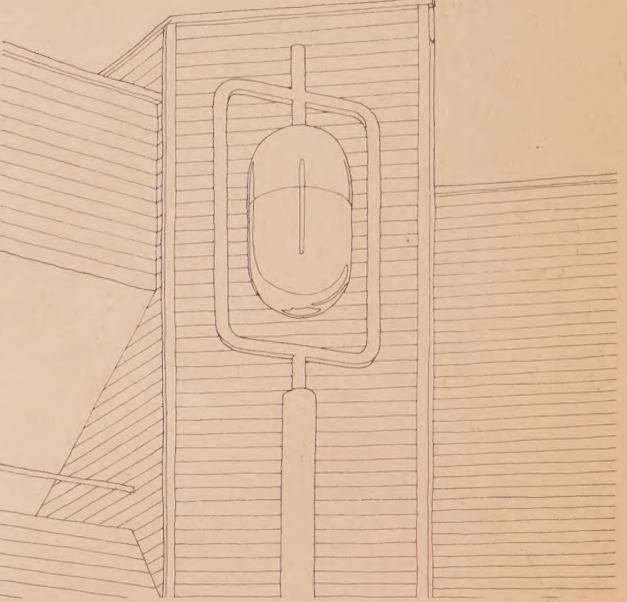
Lighting System

The lighting plan recommended by this study calls for a high pressure sodium system, using distinctive fixtures mounted on twelve- to fifteen-foot poles throughout the wharf. There should be a minimum illumination level of one footcandle at deck level in parking and roadway areas, and a minimum illumination level of five footcandles along the pedestrian promenade. These figures will provide a generous amount of overall illumination while emphasizing the major pedestrian areas by increased brightness there. Also, the recommended levels are low enough to prevent overlapping and the "night becomes day" effect too common with high intensity discharge lamps.

High pressure sodium has been chosen primarily for its color rendition and for greater availability of replacement parts and maintenance arrangements; cost of operation, appearance from shore, and visual unity of the lighting system also influenced the decision. The fog-cutting characteristics of yellow light can be provided where necessary by mounting the high pressure sodium lamps behind a transparent amber shield. Such illumination would be appropriate at sub-deck areas such as the public landing and along the new fishing bays.

Replacement of the existing thirty-foot light poles with low scale fixtures will do much to emphasize the desired pedestrian atmosphere of the wharf. Light will be concentrated in important commercial areas, and a row of light posts will help to define

the pedestrian promenade. To insure adequate distribution and illumination levels, the precise lighting layout requires additional engineering.



The particular luminaire to be used must be evaluated both for its response to the concerns enumerated above, and for its appearance and potential contribution to the character of the pedestrian promenade. One possible choice is illustrated; several variations of this fixture and pole combination can be introduced in different areas of the wharf, and eventually extended down Beach Street, thereby connecting the wharf, beach and Boardwalk into a larger visual whole.

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March 1978

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